



WDIV

ORDER

Print Date 10/15/12

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Flight Dates **10/15/12-10/21/12**

Contract / Revision **261848 /**
Original Date / Revision
 10/12/12 10/12/12
Advertiser **POL/Hoekstra, P/R/SEN/MI**

Agency **Brabender Cox**
Buying Contact

**1218 Grandview Ave
 1st Floor
 Pittsburgh, PA 15211**

Primary Account Executive
 Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product
HOEKSTRA 4 SENATE
Agency Com 15%
Billing Contact
**1218 Grandview Ave
 1st Floor
 Pittsburgh, PA 15211**

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate #
Alt Order # **06372436**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-State-Republican
Priority P-2
Advertiser Ref

Order Share 100% Market Value 24000

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$20,400.00	\$24,000.00	0.00	10/01/12	10/17/12	16	\$20,400.00	\$24,000.00
Totals	16	\$20,400.00	\$24,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/15/12	10/17/12	7-9am Today Show M-FCM Today Show		7-8a (7:00 AM-8:00 AM)	111----	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	111----		3				\$1,350.00		0.00			
E 2	WDIV	10/15/12	10/16/12	7-9am Today Show M-FCM Today Show		8-9a (8:00 AM-9:00 AM)	11-----	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----		2				\$1,350.00		0.00			
E 3	WDIV	10/15/12	10/16/12	M-F 430-5P Inside Edition CM Inside Edition M-F 430-5p		430p-5p	11-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----		2				\$800.00		0.00			
E 4	WDIV	10/15/12	10/16/12	5-6pm Local 4 News M-FCM M-F Local 4 News 5-6pm		5P-530P (5:00 PM-5:30 PM)	11-----	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----		2				\$1,300.00		0.00			
E 5	WDIV	10/15/12	10/17/12		CM	530P-6P	111----	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				5-6pm Local 4 News M-F												
				M-F Local 4 News 5-6pm (5:30 PM-6:00 PM)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	111----		3			\$1,350.00		0.00					
E 6	WDIV	10/15/12	10/16/12	6-630pm Local 4 News M-F	M	6P-630P	11-----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00	
				M-F Local 4 News 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	11-----		2			\$1,600.00		0.00					
E 7	WDIV	10/15/12	10/16/12	M-F Local 4 News @11p	M	11P-1135P	11-----	:30	2	\$2,900.00	P-2	0.00	NM	2	\$5,800.00	
				11-1135P Late News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	11-----		2			\$2,900.00		0.00					
													Totals	16	\$24,000.00	